

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. APR. 10, 1978

NATIONAL WEEKLY TV AUDIENCE ESTIMATES																								
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00						
W E K 1	TOTAL AUDIENCE (Households (000) & %)	12,100 16.6				18,520 25.4																		
	ABC TV	Sugar Time (OP) ← ABC Monday Night Baseball → (1) "NEW YORK YANKEES VS. TEXAS" & "LOS ANGELES VS. HOUSTON" (8:30-10:55PM)																						
	AVERAGE AUDIENCE (Households (000) & %)	10,500 14.4		10,210 14.0		13.5* 22 *		13.7* 21 *		14.5* 23 *		14.4* 25 *		13.6* 25 *										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 13.9		14.9 13.2		22 13.9		21 13.6		23 14.5		24 14.4		25 14.6		24 14.2		24 14.0		23 13.0				
W E K 2	TOTAL AUDIENCE (Households (000) & %)	17,570 24.1		18,010 24.7		23,260 31.9		20,920 28.7		18,520 25.4														
	CBS TV	It's Arbor Day, Charlie Brown (8:00-8:30PM)(R) Baby, I'm Back (OP) M*A*S*H (R) One Day at a Time (R) Lou Grant (R)																						
	AVERAGE AUDIENCE (Households (000) & %)	15,240 20.9		16,480 22.6		20,920 28.7		19,170 26.3		14,360 19.7		20.6* 36 *		18.7* 35 *										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34 20.5		36 21.4		44 22.1		42 23.1		36 27.8		36* 29.6		36* 26.6		36* 26.1		36* 21.6		35* 19.6		35* 18.8		35* 18.6
W E K 3	TOTAL AUDIENCE (Households (000) & %)	19,680 27.0				21,940 30.1																		
	NBC TV	Little House On The Prairie (R) NBC Monday Night Movies "TO KILL A COP" Pt. I (9:00-11:00PM)																						
	AVERAGE AUDIENCE (Households (000) & %)	14,650 20.1		17.9* 29 *		22.4* 35 *		19.5 33		19.4* 30 *		19.9* 32 *		19.4* 34 *		19.3* 36 *								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	32 17.6		29* 18.2		35* 21.8		33 19.4		30* 19.4		32* 20.1		34* 19.7		36* 19.3		36* 19.6		36* 19.7		36* 18.9		
W E K 4	TOTAL AUDIENCE (Households (000) & %)	10,860 14.9		17,350 23.8																				
	ABC TV	Sugar Time (OP) ← ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:30-11:39PM)(2) →																						
	AVERAGE AUDIENCE (Households (000) & %)	9,400 12.9		7,950 10.9		11.2* 17 *		12.1* 18 *		11.7* 18 *		10.3* 16 *		9.9* 16 *										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 12.8		17 13.1		17* 10.8		18* 11.7		18* 12.3		16* 11.8		16* 12.1		16* 11.4		16* 10.5		16* 10.1		16* 10.2		16* 9.5
W E K 5	TOTAL AUDIENCE (Households (000) & %)	13,630 18.7		16,180 22.2		18,300 25.1		16,260 22.3		15,160 20.8														
	CBS TV	Good Times (R) Baby, I'm Back (OP) M*A*S*H (R) One Day at a Time (R) Lou Grant (R)																						
	AVERAGE AUDIENCE (Households (000) & %)	11,660 16.0		14,430 19.8		16,040 22.0		14,940 20.5		12,170 16.7		17.2* 27 *		16.2* 26 *										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 15.3		31 16.7		33 19.7		31 20.0		27 21.1		27* 22.8		26* 20.4		26* 20.6		26* 17.4		26* 16.9		26* 16.5		26* 15.8
W E K 6	TOTAL AUDIENCE (Households (000) & %)	23,470 32.2				33,020 45.3																		
	NBC TV	Little House On The Prairie (R) NBC Monday Night Movies "HOLOCAUST" Pt. II (9:00-11:06PM)(2)																						
	AVERAGE AUDIENCE (Households (000) & %)	18,080 24.8		22.6* 37 *		26.9* 42 *		32.7 51		31.6* 47 *		33.2* 50 *		33.3* 53 *		33.2* 54 *								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	40 22.0		37* 23.2		42* 25.8		51 28.1		47* 31.8		50* 31.4		53* 33.0		54* 33.4		54* 33.0		54* 33.0		54* 33.4		
TV HOUSEHOLDS USING TV WK 1		53.3	55.6	56.2	57.6	59.8	61.6	63.0	64.3	64.6	65.3	63.7	62.6	58.6	56.1	54.5	51.6							
(See Def. 1)		49.4	51.6	54.2	56.6	59.6	61.8	63.6	65.9	67.2	67.6	66.8	66.2	64.0	62.6	62.1	60.6							

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. APR. 11, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				21,580 29.6		22,740 31.2		23,470 32.2		17,060 23.4		14,070 19.3							
	ABC TV				Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Harvey Korman Show		(OP) Julie Farr, M.D.							
	AVERAGE AUDIENCE (Households (000) & %)				19,390 26.6		21,070 28.9		21,580 29.6		15,600 21.4		12,030 16.5		16.7*		16.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				43 25.0		44 28.2		45 29.6		34 22.3		30 20.5		29 *		30 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				12,470 17.1		10,940 15.0		16,180 22.2											
	CBS TV				Sam		Big City Boys (8:30-9:00PM)		(OP) CBS Tuesday Night Movies "THE HAPPY ENDING" (9:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)				11,450 15.7		9,550 13.1		9,910 13.6		12.9*		14.4*		14.0*		13.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				25 15.7		20 13.0		23 13.1		20 *		23 *		25 *		24 *			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				10,790 14.8				21,870 30.0											
	NBC TV						Chuck Barris Rah Rah Show		(OP) Big Event "TO KILL A COP" Pt. II (9:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)				7,870 10.8		10.1*		15,890 21.8		18.8*		21.7*		23.6*		23.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				17 10.3		16 *		18 *		29 *		35 *		41 *		42 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				20,120 27.6		19,170 26.3		18,230 25.0		12,980 17.8		11,450 15.7							
	ABC TV				Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Harvey Korman Show		(OP) Julie Farr, M.D.							
	AVERAGE AUDIENCE (Households (000) & %)				17,790 24.4		17,710 24.3		16,550 22.7		11,450 15.7		8,890 12.2		12.6*		11.7*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				40 23.6		39 25.3		35 24.5		25 22.9		20 16.1		21 *		20 *			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				11,960 16.4		11,880 16.3		16,180 22.2											
	CBS TV				Sam		Bugs Bunny in Space		(OP) CBS Tuesday Night Movies "A MAN CALLED HORSE" (9:00-11:23PM)(R)(I)											
	AVERAGE AUDIENCE (Households (000) & %)				10,790 14.8		10,570 14.5		9,550 13.1		11.1*		13.1*		13.4*		14.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				25 14.3		23 15.3		22 14.6		17 *		21 *		22 *		24 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				13,270 18.2				28,500 39.1											
	NBC TV						Man From Atlantis		(OP) Big Event "HOLOCALST" Pt. III (9:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)				9,040 12.4		10.8*		22,090 30.3		27.4*		30.5*		31.9*		31.5*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				20 10.9		18 *		49 15.1		42 *		48 *		52 *		53 *			
TV HOUSEHOLDS USING TV WK 1																				
WK 2																				

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. APR. 12, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,600 21.4						21,650 29.7						17,130 23.5			
	ABC TV	← Eight Is Enough (R) → Charlie's Angels (R) → (OP) → Starsky & Hutch (R) →																				
	AVERAGE AUDIENCE (Households (000) & %)						12,030 16.5	15.7*				17,130 23.5	22.8*				14,070 19.3	19.9*	18.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 15.5	26 *	15.9	16.7	17.8	22.3	23.3	24.5	23.8	19.9	19.8	19.3	19.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,120 27.6						19,680 27.0									
	CBS TV	← Amazing Spider-Man → (OP) → CBS Wednesday Night Movie "FRAMED" (9:00-11:00PM) →																				
	AVERAGE AUDIENCE (Households (000) & %)						16,400 22.5	21.8*				13,780 18.9	18.6*				18.7*	19.4*	18.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 21.1	36 *	22.6	23.4	22.9	17.9	19.2	19.1	18.4	19.7	19.2	19.2	18.4			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,310 21.0						13,410 18.4									
	NBC TV	← Caribou: The Incredible Journey (8:00-9:00PM) → (OP) → Wednesday Movie Of The Week "WHO IS HARRY KELLERMAN AND WHY IS HE SAYING THOSE TERRIBLE THINGS ABOUT ME?" (9:00-11:00PM) →																				
	AVERAGE AUDIENCE (Households (000) & %)						12,030 16.5	16.1*				4,880 6.7	9.9*				6.4*	5.5*	5.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 15.9	27 *	16.4	17.1	27.1	16.6	11.5	8.3	6.9	5.9	5.7	5.3	4.7	5.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,130 23.5						15,450 21.2						12,100 16.6			
	ABC TV	← Eight Is Enough (R) → Charlie's Angels (R) → (OP) → Starsky & Hutch (R) →																				
	AVERAGE AUDIENCE (Households (000) & %)						11,960 16.4	16.2*				12,250 16.8	16.2*				8,970 12.3	12.7*	11.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 15.8	26 *	16.6	16.2	25 *	16.0	16.5	17.4	17.5	13.1	12.2	11.8	11.8			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,170 26.3						11,960 16.4									
	CBS TV	← Amazing Spider-Man → (OP) → CBS Wednesday Night Movie "POSSE" (9:00-10:54PM)(R) → (1)																				
	AVERAGE AUDIENCE (Households (000) & %)						13,560 18.6	19.6*				8,090 11.1	12.1*				11.5*	10.2*	10.2*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 19.3	31 *	20.0	18.2	26 *	11.9	12.4	12.3	10.7	10.1	10.4	10.4	9.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,130 23.5						32,730 44.9									
	NBC TV	← King of the Beasts (8:00-8:30PM)(R) → (OP) → Big Event "HOLOCAUST" Pt. IV (8:30-11:00PM) →																				
	AVERAGE AUDIENCE (Households (000) & %)						13,710 18.8	25,440 34.9				28.9* 36.2*	36.6*				37.3*	35.3*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 18.2	54 19.5	27.2	30.5	43 *	35.9	36.5	36.6	36.5	37.2	37.4	37.2	33.4			
TV HOUSEHOLDS USING TV		WK 1	49.6	52.7	54.2	55.7	59.2	60.7	61.8	62.3	60.7	60.1	59.4	56.8	54.0	52.1	50.1	47.6				
(See Def. 1)		WK 2	55.5	57.4	59.0	60.7	61.7	63.9	66.3	67.5	67.3	67.2	67.6	66.3	63.6	63.2	62.0	57.5				

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. APR. 13, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,060 23.4						16,990 23.3						15,890 21.8						13,710 18.8						11,660 16.0						
	ABC TV						Welcome Back, Kotter						What's Happening						Barney Miller (R)						A.E.S. Hudson Street	(OP)					Baretta (R)						
	AVERAGE AUDIENCE (Households (000) & %)						14,360 19.7						15,240 20.9						14,070 19.3						12,470 17.1						9,040 12.4						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						34 18.4						35 21.0						33 19.6						30 17.3						26 13.3						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,180 22.2											16,110 22.1											15,670 21.5								
	CBS TV						← The Waltons (R) →					(OP)					Hawaii Five-0										Barnaby Jones (R)										
	AVERAGE AUDIENCE (Households (000) & %)						12,320 16.9						15.9*						13,490 18.5						18.4*						13,120 18.0						17.8*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						29 15.5						28* 16.2						32 18.0						31* 17.9						32* 18.6						37 17.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,450 21.2											14,580 20.0											12,680 17.4								
	NBC TV						← Hanna-Barbera Happy Hour →					(OP)					Black Sheep Squadron (R)										Police Woman (R)										
	AVERAGE AUDIENCE (Households (000) & %)						10,790 14.8						15.1*						11,810 16.2						15.9*						9,110 12.5						12.9*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						25 15.3						26* 14.9						28 15.8						27* 16.0						28* 16.2						26 13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,550 22.7						16,480 22.6						15,380 21.1						13,120 18.0						12,610 17.3						
	ABC TV						Welcome Back, Kotter (R)						What's Happening (R)						Barney Miller (R)						A.E.S. Hudson Street (OP)						ABC News Closeup "THE AMERICAN ARMY: A SHOCKING STATE OF READINESS" (10:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						14,360 19.7						14,940 20.5						14,140 19.4						11,810 16.2						9,260 12.7						13.6*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						34 19.5						34 20.2						32 19.3						27 16.7						15.8						14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,930 24.6											18,880 25.9											16,690 22.9								
	CBS TV						← The Waltons (R) →					(OP)					Hawaii Five-0 (R)										Barnaby Jones (R)										
	AVERAGE AUDIENCE (Households (000) & %)						14,360 19.7						18.6*						15,380 21.1						20.5*						21.7*						19.1
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						33 17.9						32* 19.3						35 20.6						34* 21.0						36* 20.7						37 19.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,900 17.7											14,000 19.2											12,610 17.3								
	NBC TV						← Hanna-Barbera Happy Hour →					(OP)					Black Sheep Squadron (R)										Police Woman (R)										
	AVERAGE AUDIENCE (Households (000) & %)						8,890 12.2						12.3*						11,010 15.1						14.3*						15.9*						10,060
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						20 12.6						21* 12.0						25 14.3						23* 14.3						26* 15.7						27 16.1
TV HOUSEHOLDS USING TV		WK 1	47.3	49.1	51.6	53.6	56.0	58.3	60.1	60.7	59.0	58.7	58.1	57.4	51.3	49.9	47.6	45.6																			
(See Def. 1)		WK 2	52.9	55.1	56.0	57.2	57.7	59.8	60.3	61.3	60.6	61.5	60.8	59.7	54.3	53.1	50.3	47.1																			

A-9 U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. THU. APR. 20, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. APR. 14, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	21,720 29.8																
AVERAGE AUDIENCE (Households (000) & %)	11,010 15.1																
SHARE OF AUDIENCE %	28																
AVG. AUD. BY 1/4 HR. %	14.9																
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	16,110 22.1																
AVERAGE AUDIENCE (Households (000) & %)	12,030 16.5																
SHARE OF AUDIENCE %	31																
AVG. AUD. BY 1/4 HR. %	14.2																
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,910 13.6																
AVERAGE AUDIENCE (Households (000) & %)	8,380 11.5																
SHARE OF AUDIENCE %	23																
AVG. AUD. BY 1/4 HR. %	11.2																

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	13,780 18.9																
AVERAGE AUDIENCE (Households (000) & %)	9,910 13.6																
SHARE OF AUDIENCE %	25																
AVG. AUD. BY 1/4 HR. %	11.5																
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	16,990 23.3																
AVERAGE AUDIENCE (Households (000) & %)	13,340 18.3																
SHARE OF AUDIENCE %	34																
AVG. AUD. BY 1/4 HR. %	17.0																
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,620 13.2																
AVERAGE AUDIENCE (Households (000) & %)	8,310 11.4																
SHARE OF AUDIENCE %	22																
AVG. AUD. BY 1/4 HR. %	11.4																
2																	
TV HOUSEHOLDS USING TV WK 1	42.0	43.4	45.9	48.8	49.4	51.9	53.8	55.0	55.0	55.5	55.0	55.8	54.4	53.7	51.7	48.2	
(Source: NAB)	45.9	46.6	48.1	49.8	51.1	52.8	54.9	56.4	55.9	57.7	58.0	57.6	53.7	52.9	52.0	50.3	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. APR. 15, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00			
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	12,760 17.5				19,900 27.3				17,860 24.5											
		AVERAGE AUDIENCE (Households (000) & %)	9,260 12.7				15,380 21.1				15,310 21.0				20.3*							
		SHARE OF AUDIENCE %	24				39				45 *				41 *							
		AVG. AUD. BY 1/4 HR. %	11.4				17.2				22.0				19.8							
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	12,980 17.8				11,300 15.5				9,190 12.6				7,290 10.0				7,140 9.8			
		AVERAGE AUDIENCE (Households (000) & %)	11,300 15.5				9,990 13.7				7,870 10.8				6,490 8.9				5,470 7.5			
		SHARE OF AUDIENCE %	30				25				20				17				15			
		AVG. AUD. BY 1/4 HR. %	15.2				13.6				10.9				9.0				7.5			
NBC TV	TOTAL AUDIENCE (Households (000) & %)	22,890 31.4				17,060 23.4																
	AVERAGE AUDIENCE (Households (000) & %)	15,670 21.5				12,830 17.6				17.2*				17.9*				17.8*				
	SHARE OF AUDIENCE %	40				34				32 *				35 *				36 *				
	AVG. AUD. BY 1/4 HR. %	19.7				22.5				22.2				17.1				18.0				
ABC TV	TOTAL AUDIENCE (Households (000) & %)	12,030 16.5				13,190 18.1				22,890 31.4												
	AVERAGE AUDIENCE (Households (000) & %)	10,570 14.5				11,230 15.4				15,160 20.8				20.5*				21.8*				
	SHARE OF AUDIENCE %	28				29				39				38 *				41 *				
	AVG. AUD. BY 1/4 HR. %	14.1				16.0				19.2				20.6				21.3				
CBS TV	TOTAL AUDIENCE (Households (000) & %)	12,760 17.5				11,370 15.6				9,400 12.9				7,440 10.2				6,120 8.4				
	AVERAGE AUDIENCE (Households (000) & %)	11,230 15.4				9,840 13.5				8,020 11.0				6,630 9.1				3,790 5.2				
	SHARE OF AUDIENCE %	30				25				20				17				10				
	AVG. AUD. BY 1/4 HR. %	15.3				13.7				11.1				9.0				6.1				
NBC TV	TOTAL AUDIENCE (Households (000) & %)	15,750 21.6				21,430 29.4																
	AVERAGE AUDIENCE (Households (000) & %)	11,450 15.7				15,090 20.7				18.9*				19.7*				22.0*				
	SHARE OF AUDIENCE %	30				32 *				35 *				36 *				41 *				
	AVG. AUD. BY 1/4 HR. %	14.0				18.2				19.3				20.7				23.2				
TV HOUSEHOLDS USING TV WK 1		43.4	45.0	47.2	49.2	51.6	53.2	54.1	55.0	54.3	54.9	53.6	54.0	52.2	51.4	50.6	49.6					
(See Def. 1) WK 2		44.5	46.0	48.0	50.5	51.9	52.3	53.1	54.3	54.1	54.8	54.1	54.2	53.5	53.2	53.3	51.5					

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. APR. 16, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		12,760 17.5		17,200 23.6		21,940 30.1										
	ABC TV		Young Pioneers		(OP) How the West Was Won		(OP)		ABC Sunday Night Movie "DIAMONDS ARE FOREVER" (9:00-11:25PM)(R)								
	AVERAGE AUDIENCE (Households (000) & %)		9,910 13.6		13,920 19.1		12,830 17.6		17.8*		17.7*		17.5*		18.2*		
	SHARE OF AUDIENCE %		25		30		29		31		27		29		31		
AVG. AUD. BY 1/4 HR. %		12.3		13.3		14.3		14.6		17.3		18.9		20.1		20.1	
TOTAL AUDIENCE (Households (000) & %)		19,970 27.4		12,900 17.7		11,960 16.4		14,580 20.0		14,800 20.3		14,430 19.8					
CBS TV		60 Minutes		Rhoda		On Our Own (OP)		All In The Family (R)		Alice (R)		Dallas					
AVERAGE AUDIENCE (Households (000) & %)		16,110 22.1		10,720 14.7		10,640 14.6		12,760 17.5		13,630 18.7		11,520 15.8		15.9*		15.9*	
SHARE OF AUDIENCE %		41		24		22		27		28		26		27		27	
AVG. AUD. BY 1/4 HR. %		20.3		22.0		22.9		23.1		14.8		14.6		14.2		14.9	
TOTAL AUDIENCE (Households (000) & %)		16,180 22.2		28,140 38.6													
NBC TV		Wonderful World of Disney "ADVENTURE IN SATAN'S CANYON" (R)		(OP)		Big Event "HOLOCAUST" Pt. 1 (8:00-10:54PM)		(R)									
AVERAGE AUDIENCE (Households (000) & %)		10,130 13.9		19,760 27.1		25.8*		27.5*		28.0*		28.5*		26.7*		25.7*	
SHARE OF AUDIENCE %		26		43		41		42		42		43		44		43	
AVG. AUD. BY 1/4 HR. %		12.7		12.1		13.6		17.2		25.4		26.1		27.1		27.9	
TOTAL AUDIENCE (Households (000) & %)		12,250 16.8		16,400 22.5		21,510 29.5											
ABC TV		Hardy Boys / Nancy Drew Mysteries "HARDY BOYS" (R)		(OP) How the West Was Won		(OP)		ABC Sunday Night Movie "WALKING TALL" (9:00-11:18PM)(R)									
AVERAGE AUDIENCE (Households (000) & %)		9,480 13.0		13,410 18.4		15,090 20.7		19.2*		20.0*		21.6*		21.7*		21.7*	
SHARE OF AUDIENCE %		24		30		36		31		33		37		39		39	
AVG. AUD. BY 1/4 HR. %		11.2		12.7		13.4		14.6		16.9		18.3		19.1		19.1	
TOTAL AUDIENCE (Households (000) & %)		21,210 29.1		14,360 19.7		13,780 18.9		19,680 27.0		19,680 27.0		18,080 24.8					
CBS TV		60 Minutes		Rhoda		On Our Own (OP)		All In The Family (R)		Alice (R)		Dallas					
AVERAGE AUDIENCE (Households (000) & %)		16,990 23.3		12,830 17.6		12,540 17.2		17,640 24.2		18,010 24.7		15,450 21.2		21.1*		21.3*	
SHARE OF AUDIENCE %		44		30		27		39		40		37		36		38	
AVG. AUD. BY 1/4 HR. %		21.5		23.0		24.8		23.9		17.6		17.7		16.5		18.0	
TOTAL AUDIENCE (Households (000) & %)		12,980 17.8		19,390 26.6		16,260 22.3											
NBC TV		Wonderful World of Disney "THOSE CALLOWAYS" Pt. 1 (R)		(OP) Project U.F.O.		(OP)		Big Event "MONEYCHANGERS" Pt. 1 (9:00-11:00PM)(R)									
AVERAGE AUDIENCE (Households (000) & %)		9,190 12.6		15,240 20.9		10,280 14.1		15.5*		14.8*		13.4*		12.8*		12.8*	
SHARE OF AUDIENCE %		24		34		24		25		24		23		23		23	
AVG. AUD. BY 1/4 HR. %		10.2		12.4		13.0		14.9		19.2		20.5		22.0		21.8	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		50.7	52.7	54.7	58.4	61.3	63.4	64.5	65.7	65.7	66.2	66.5	65.3	61.8	60.7	59.6	58.5
WK 2		49.3	52.6	54.6	57.2	57.8	60.2	62.0	63.1	62.8	62.3	61.2	61.3	59.1	58.1	56.7	55.7

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36